



Comprehensive labeling with the Macintosh

Label Designer™ is a page-design software package that easily handles text, graphics, and sequentially ordered numbers and bar codes. Label Designer works on any Apple Macintosh, and outputs to any PostScript™-compatible laser printer or imagesetter.

Label Designer produces professional-looking labels in-house without costly investment in dedicated label printing equipment:

- Label Designer offers the precise graphics and bar code handling capabilities required for creating **Product Labels**. Label Designer imports logos or other graphics in PICT or EPS format, then lets you scale them vertically and/or horizontally. Label Designer generates precise bar codes of all the most popular symbologies.
- Label Designer's ability to import information makes it ideal for producing **Shipping Labels**. Text, graphics, and bar code information can be imported from a database file. Label Designer also lets you automatically program sequentially ordered numbers and bar codes.
- With its import capabilities and PostNet bar coding (included in the base package), Label Designer is a cost efficient way to print **Mailing Labels** that capitalize on the new discounts being offered by the Postal Service.

Label Designer isn't just for labels!

Because Label Designer lets you work on documents of any size, you can use it to produce any document incorporating text, graphics, and bar codes:

- **Inventory Lists**
- **Order Forms/Catalogs**
- **Business Reply Cards/Envelopes**

ComputaLabel

The Carriage House
TEL 508-462-0993

28 Green Street
SALES 800-289-0993

Newbury, MA 01951
FAX 508-462-9198

Label Designer™ lets you:

1) Print on any stock you want

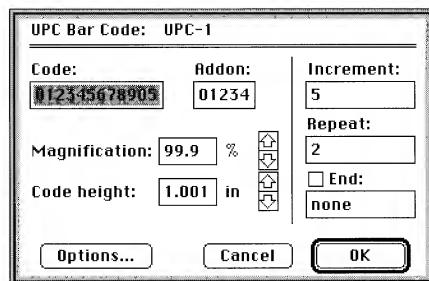
With Label Designer, your choice of label stock is only limited by the capabilities of your printer or printing process. Use the *Label Setup* function to define a label or document of any size. Adjust label size in increments as small as one ten-thousandth of an inch to account for disproportioning when producing plates for flexographic printing.

Because of its flexibility, Label Designer isn't just for designing labels: envelopes, catalogs, order forms, inventory lists, and business reply cards can all be produced with Label Designer.

The same precise control over the size and placement of your label is available when working with any of the fields that you create in Label Designer. (All dimensions can be specified in inches or millimeters.)

2) Generate accurate bar codes

Label Designer incorporates the bar coding features of MacBARCODA, ComputaLabel's precision bar coding software, giving you the ability to produce accurate bar codes to AIM and UCC standards. *PostNet* is included in Label Designer's base package; optional modules include: *UPC*, *EAN*, *Code 39*, *Code 128*, *Interleaved 2-of-5*, and *ISBN*.



UPC Bar Code: UPC-1

Code: 012345678905 Addon: 01234 Increment: 5

Magnification: 99.9 % Repeat: 2

Code height: 1.001 in End: none

Options... Cancel OK

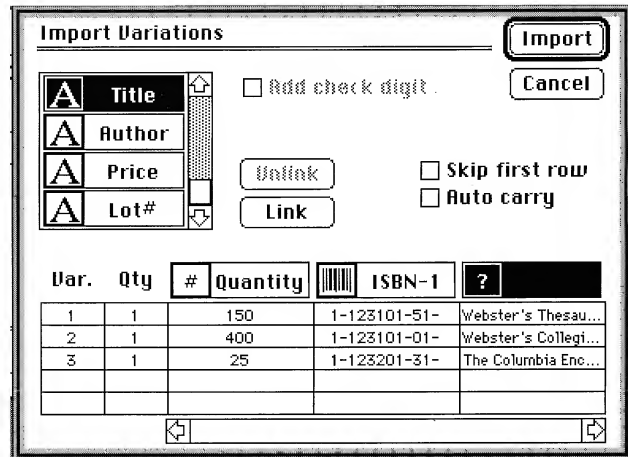
Label Designer gives you full control over bar code size and height: a UPC code, for example, can be adjusted between 80% and 200% of the nominal size (in .01% increments), with code height separately adjustable by .001 inch increments.

To ensure accuracy of the printed code, you can account for print gain by adjusting bar width in two ten-thousandth of an inch (.0002") increments.

Bar codes can be sequentially programmed by defining starting code number, increment, repeat level, and upper limit. Check Digits are verified and corrected. (Check Digit Verification can be turned off for generation of non-standard codes.)

3) Import all label information

Label Designer's *Import Variations* command makes it simple to import text, graphics, bar codes, and label quantities from a tab- or comma-delimited database.



Import Variations

☐ Add check digit

Unlink Link

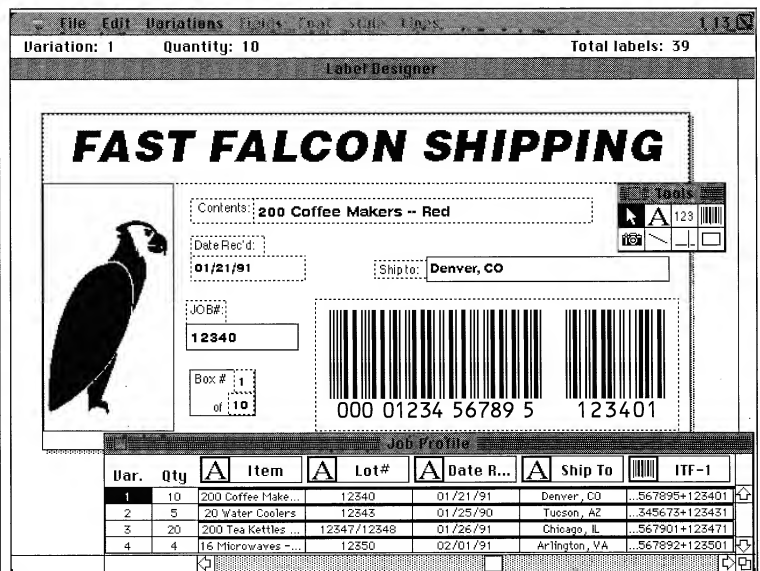
☐ Skip first row ☐ Auto carry

Var.	Qty	#	Quantity	ISBN-1	?
1	1	150	1-123101-51-	Webster's Thesau...	
2	1	400	1-123101-01-	Webster's Collegi...	
3	1	25	1-123201-31-	The Columbia Enc...	

The *Import Variations Box* lets you choose which fields to import from your database and where they should be placed in your document. Label Designer will even add the Check Digit to numbers you import into bar code fields. All imported data assume the attributes and formatting of the Label Designer fields to which they are linked.

4) Coordinate complicated print runs easily

Know at a glance the information contained in the different label variations that you have created. The *Job Profile* table not only summarizes your label variations, but also allows you to quickly switch between labels displayed on screen.



File Edit Variations Fields Tools Screen Labels

Variation: 1 Quantity: 10 Total labels: 39

FAST FALCON SHIPPING

Contents: 200 Coffee Makers - Red

Date Rec'd: 01/21/91 Ship to: Denver, CO

JOB#: 12340

Box # 1 of 10

000 01234 56789 5 123401

Var.	Qty	Item	Lot#	Date R...	Ship To	ITF-1
1	10	200 Coffee Make...	12340	01/21/91	Denver, CO	567895+123401
2	5	20 Water Coolers	12343	01/25/90	Tucson, AZ	345678+123431
3	20	200 Tea Kettles ...	12347/12348	01/26/91	Chicago, IL	567901+123471
4	4	16 Microwaves - ...	12350	02/01/91	Arlington, VA	567892+123501

Call ComputaLabel at 1-800-289-0993 for questions about Label Designer or about your bar coding and labelling software needs in general.